

Message Text

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COMMERCE FOR OIM/LINDSTROM/CHAPMAN/LE FEAVER

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SUBJ: PRELIMINARY REPORT - NOVI SAD '77 RESULTS

SUMMARY: PRELIMINARY REPORTS FROM 24 PARTICIPANTS IN U.S.
EXHIBITION AT 1977 NOVI SAD INTERNATIONAL AGRICULTURAL FAIR
INDICATE VERY FAVORABLE COMMERCIAL RESULTS. OFF-THE-FLOOR AND
PROJECTED 12- MONTH SALES AMOUNT TO OVER 12 MILLION DOLLARS,
OF WHICH NEW-TO-MARKET FIRMS ARE CLAIMING 7.6 MILLION DOLLARS.
THIRTEEN EXHIBITORS EITHER HAVE APPOINTED AGENTS OR ARE
NEGOTIATING AGENCY AGREEMENTS THROUGH CONTACTS MADE AT THE FAIR.
ALL BUT TWO EXHIBITORS REPORTED THAT THEY HAD FULLY OR PARTIALLY
ACHIEVED THEIR PARTICIPATION OBJECTIVES. ON THE BASIS OF THESE
REPORTS POST SEES EXHIBITION AS GIVING STRONG IMPETUS TO CCP
CAMPAIGN TO INCREASE U.S. SHARE OF EQUIPMENT MARKET IN
YUGOSLAV

AGRICULTURAL AND FOOD INDUSTRY. END SUMMARY.

- 1) NOVI SAD 1977
- 2) NOVI SAD, YUGOSLAVIA - MAY 13-22, 1977
- 3) NUMBER OF EXHIBITORS - 24 - REPRESENTING 29 FIRMS
- 4 SALES DURING EXHIBITION DOLLARS \$582,000
- A. NTM ONLY DOLLARS 172,000
- B. OTM ONLY DOLLARS 410,000
- 5) SALES PROJECTED SUBSEQUENT

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- TWELVE MONTHS DOLLARS 11,670,000
- A. NTM ONLY DOLLARS 7,470,000
 - B. OTM ONLY DOLLARS 4,200,000
 - 6) NUMBER SEEKING EXREPS - 11
 - 7) NUMBER OF EXREPS APPOINTED - 4
 - 8) NUMBER OF EXREPS UNDER NEGOTIATION - 9
 - 9) NUMBER OF VISITORS TO TRADE FAIR 650,000 AS COMPARED TO 700,000

IN 1976

10) NUMBER OF VISITORS TO U.S. EXHIBITION ESTIMATED TO BE ABOUT 100,000

11) NUMBER OF EXHIBITORS THAT FULLY ACHIEVING PARTICIPATION OBJECTIVES: 14

12) NUMBER OF EXHIBITORS PARTIALLY ACHIEVING OBJECTIVES: 8

13) NUMBER OF EXHIBITORS NOT ACHIEVING OBJECTIVES: 2

14) OUTSTANDING SUCCESS STORIES

A. AGRIFIM IRRIGATION INC., 1755 E. STREET, FRESNO, CALIFORNIA (NTM) FIRM DISPLAYING DRIP IRRIGATION SYSTEM HAD EXCEPTIONAL SUCCESS, ESTABLISHING 35 NEW LEADS WITH EXPECTED 12 MONTHS SALES, DOLLARS \$500,000 WITH FIRST EXPOSURE TO YUGOSLAV MARKET.

B. GENERAL FOODS CORPORATION, 250 NORTH STREET, WHITE PLAINS, NEW YORK (NTM) SIGNED HISTORIC AGREEMENT WITH "AGROCOOP" AT U.S. PAVILION, SIGNIFYING LONG TERM ASSOCIATION BETWEEN THE U.S. FOOD MANUFACTURER AND ITS YUGOSLAV COUNTERPART. LICENSING AGREEMENT WITH SUBSEQUENT JOINT VENTURE POSSIBILITIES REPRESENT HUNDREDS OF MILLIONS OF DOLLARS SALES IN THE NEXT DECADE. GENERAL FOODS CONSIDERED PARTICIPATION IN U.S. PAVILION ESSENTIAL TO SUCCESSFUL CONCLUSION OF NEGOTIATIONS AND PROJECTED \$500,000 DOLLARS SALES NEXT 12 MONTHS AS A RESULT OF PARTICIPATION.

C. INTERNATIONAL HARVESTER CO., CHICAGO, IL (OTM) IS STEADILY GAINING GREATER SHARE OF MARKET IN HIGHLY COMPETITIVE FIELD, REGISTERING \$350,000 DOLLARS IMMEDIATE SALES AND PROJECTED NEXT 12 MONTHS, \$2,800,000 DOLLARS, (AS A CONSERVATIVE FIGURE).

D. MANLEY, INC., KANSAS CITY, MO (NTM) COMPANY PRESIDENT UNCLASSIFIED

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SAID IN PARTICIPATION REPORT, "WE HAVE MORE FIRM, INTE-

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RESTED PROSPECTS FROM THIS SHOW THAN FROM ANY OTHER WE HAVE EVER PARTICIPATED IN". MANUFACTURER OF POPCORN MACHINES AND RELATED COATED PRODUCT LINE HAD 20 LEADS DURING THE FAIR AND CONSERVATIVELY ESTIMATED SALES OF \$1,000,000 IN NEXT 12 MONTHS.

E. NABISCO PROTEIN FOODS INTERNATIONAL, DIVISION OF NABISCO, INC., NEW JERSEY HAD DIRECTOR-EUROPEAN OPERATIONS, PALMIERI AT U.S. PAVILION. WITH 49 NEW LEADS ON HAND, THE COMPANY WAS WELL PLEASED. BUT OF GREATEST SIGNIFICANCE, PALMIERI OFFERED DUSEX AND DMA A SIGNED LETTER INDICATING HIS COMPANY'S IMMINENT AGREEMENT WITH YUGOSLAV KOMBINATS AGROS & PROGRESS REPRESENTING 12 MONTHS PROJECTED VALUE OF \$4,200,000 DOLLARS. SINCE AGREEMENT WILL NOT BE FORMALLY SIGNED WITH AGROS UNTIL JULY 77, PALMIERI ASKED THE MATTER "NOT TO BE PUBLISHED".

F. HOBART CORP, TROY, NY, (NTM) HAD VIGOROUS SALES REPS AT STAND, REGISTERING \$88,000 IMMEDIATE AND \$400,000 PROJECTED SALES IN 12 MONTHS WHILE INTRODUCING A NEW LINE OF MEAT PROCESSING AND FOOD PACKAGING EQUIPMENT IN YUGOSLAVIA.

G. "AMERICA DAY" WAS HELD AT THE PAVILION ON MAY 17TH 18:00-20:00 HOURS WITH 250 IN ATTENDANCE. HIGHLIGHT OF THE EVENT WAS SIGNING OF "GENERAL FOODS & AGROCOOP" AGREEMENT IN FRONT OF THE PRESS AND U.S./YUGOSLAV DIGNITARIES IN THE GENERAL FOODS EXHIBIT. SUBSEQUENT PRESS RELEASES, RADIO AND TELEVISION COVERAGE WERE VIRTUALLY ONLY YUGOSLAV MEDIA RESPONSE TO U.S. PRESENCE IN NOVI SAD.

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U.S. PAVILION WAS PRESENTED THE GOLD MEDAL FOR "EXCELLENCE OF PRESENTATION" BY THE NOVI SAD FAIR AUTHORITIES. PAVILION DIRECTOR THOMAS AND CMM LINDSTROM ACCEPTED THE AWARD AT FORMAL PRESENTATION.

15) PRELIMINARY RESULTS INDICATE THAT U.S. EXHIBITION HAS GIVEN STRONG IMPETUS TO 1977 CCP CAMPAIGN TO INCREASE U.S. SHARE OF YUGOSLAV MARKET FOR AGRICULTURAL AND FOOD PROCESSING/PACKAGING EQUIPMENT. EIGHTEEN EXHIBITORS INCLUDING THIRTEEN NEW-TO-MARKET FIRMS, REPORTED THAT MAJOR SALES ARE EXPECTED IN THE NEXT 12 MONTHS AND FIVE OTHERS STATED THAT IMPORTANT CONTACTS WERE MADE WHICH COULD RESULT IN SALES. THE IMPACT OF EXHIBITION WAS PROBABLY GREATEST FOR U.S. FOOD PROCESSING AND PACKAGING FIRMS WHOSE EQUIPMENT AND TECHNOLOGY WERE LITTLE KNOWN TO END-USERS IN THE YUGOSLAV FOOD INDUSTRY. STRONGEST INTEREST WAS SHOWN IN EXHIBITORS FEATURING NEW CONSUMER FOODS, PROCESSING TECHNOLOGY, READY-TO-EAT FOOD LINES, SNACK MAKING EQUIPMENT, AND HOMOGENIZERS.

EXHIBITION ALSO GAVE A BOOST TO MANUFACTURERS OF AGRICULTURAL
EQUIPMENT AND RELATED PRODUCTS. TWO ESTABLISHED AND ONE NEW-TO-MARKET

TRACTOR MANUFACTURER CHALKED UP MAJOR SALES DURING THE FAIR
WHILE A FOURTH NOTED THAT IT WAS CLOSE TO ACHIEVING ITS FIRST OB-
JECTIVE, CONCLUSION OF AN AGENCY AGREEMENT. OTHER AGRICULTURAL
PRODUCTS EXHIBITORS REPORTED EITHER SIGNIFICANT SALES OR IMPORTANT
CONTACTS AS RESULT OF FAIR EXPOSURE.
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